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HOW TO SELL FANCY WORK

=====BY=====

MRS. ETTA SCHOOLEY

PRICE \$1.00

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MAR 18 1915

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I n t e r n a t i o n a l

Let me say to you first of all that I believe each and every exchange mentioned in this book will give you all the assistance in their power if you earnestly try to co-operate with them.

They are doing a wonderful work along this line and standing as they do between the producer and purchaser of fancy work, their knowledge of the requirements of the buyer is practical and of much value to the producer.

These exchanges cover a very wide field, and a careful study of this little volume will result in your finding a ready market for any well made, tasteful article which you may make in your own home, the class of work popularly known as fancy work.

The exchanges have been carrying on this splendid work for years, some for more than thirty. They have taught many women the dignity of work. They are far past the experimental stage.

It would be impossible for me to tell you, personally, what to make, but I do say this to you: do the thing you can do best, and strive to improve it all the time.

The splendid women in charge of these salesrooms strive to cultivate the creative faculty of women. The woman who can devise something different and attractive is almost sure to have her line sold. As most exchanges do not allow one consignor to copy another's original work, the field practically belongs to the one woman so long as she desires to hold it. Any sort of novelty for which there is a use will probably be sold readily.

Most exchanges receive all salable articles made by women. The salability of an article depends on the locality to some extent. The seasons also affect salability.

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What Is Required of the Consignor

First—A formal application.

Second—The sending of a sample of work for inspection.

Third—Agreement of business proposition as to percentage retained by the exchange, release of the exchange from claims in case of theft, fire or unavoidable destruction.

The Proper Way to Proceed—Select from the list of exchanges in this book one or two only which appeal to you for any reason or reasons. Write them a letter asking how you may become a consignor, and enclose a stamped self-addressed envelope for reply. This is important, as otherwise your letter would remain unanswered. In reply they will send you a copy of their rules. Should they advise you that sales were light at present and discourage you from sending work, try another one. Do not join a number of them, as that would only increase the expense to you and would probably not increase your sales. After you have received rules that are agreeable for you to work under, send them a sample of your work for inspection. Attach the price for which you wish to sell it. If they do not find it acceptable, ask them the reason. This package should also contain your stamped self-addressed envelope for their reply. If, for any reason, they do not accept it, do not get discouraged or lose patience. Improve it or try something else.

I am going to quote a few paragraphs from one set of rules which you will find duplicated in many others:

"Use your utmost endeavors to bring your work to the highest possible standard. If we are not successful in disposing of your work it may be in a measure your own fault.

"There is an almost unlimited sale for dainty and exquisite articles, and in these days of progression we must remember if we do not furnish them someone else will. A word to the wise is sufficient."

You will have to be guided in your judgment by the kind of work you can do well.

When an exchange accepts your work the next step is to send them a remittance for the small amount they charge for a year's membership privilege. This varies from \$1.00 to \$3.00, with the majority charging \$1.00.

Do your best work. Be sure that each article is the best of its kind before you send it, or you may have the discouraging experience that I had in the early days of my exchange work. I made a beautiful piece of embroidery and into its many stitches I wove many a hope of financial reward, but to my disappointment I never sold it. There was a flaw in the weaving of the material, but in my desire to get started and because the flaw was very slight, I ignored the imperfection and used the material. The exchange accepted it, but after it was a year on their

shelves they returned it to me. I tried again and again to sell it, but never succeeded. In the meantime I made and disposed of many other articles.

As a rule an article must stand two tests, aside from being excellently done.

Is it seasonable?

Is it practical?

The exchanges are all agreed that the demand for well made seasonable novelties is unlimited. They all encourage the making of well-made original articles; so if you have a home-made toy for the baby that has proven a success in your own home, by all means send them one for inspection. It may solve your problem entirely. Remembering always, material and work must be good and good taste must be used in combining work. Any sort of novelty for which there is a use will probably sell very readily.

Do not burden the exchanges with unnecessary questions, and always send the necessary postage for a reply when asking them for information.

When you are so successful as to gain a reputation for yourself for good work, maintain that reputation by bringing the work on each article to its highest possible standard.

The associations are always ready to help by suggestions and instructions, whenever practical, to any one whose work is not up to their standard if they show themselves capable of better work.

The associations which do not charge any membership fee are liked by many

women who do not have the necessary faith in the excellence of their work or their ability to meet a public need to buy a consignor's ticket. Personally I should not be in sympathy with this lack of assurance.

There is one class of work above all others in which the demand exceeds the supply. This is plain hand sewing. Fewer and fewer women are doing it. This is a sensible and practical suggestion to the woman who is looking for a real opportunity. Learn to take really fine and exact stitches.



Articles Commonly Found in Salesrooms

Aprons—\$.75 to \$3.00.

There is a wonderful variety in aprons, ranging from the dainty little trifle of ribbon and lace to the substantial bungalow and housework apron. A new chafing dish apron of 20-inch white crash embroidered in a simple cross-stitch design across front and bib is made of one and one-half yards of material and sells for \$2.00.

Afghans—\$3.00 to \$7.00.

For babies and invalids, in crochet or knitting.

Baby Belongings—\$.25 to \$500.00.

What a riot of choice for the beautiful fashioning of dainty articles for the baby and such ready sales as they find.

Baby caps	\$1.00 to \$ 5.00
Baby dresses	\$1.00 to \$20.00
Baby sacques	\$1.00 to \$ 3.00
Baby socks	\$.25 to \$ 1 00
Baby kimono's	\$2.00 to \$ 8.00
Baby bibs	\$.25 to \$ 3 00
Baby pillow cases	\$.75 to \$ 3 00

Let me mention here the little cases made with both ends open and scalloped and embroidered. They are beautiful, dainty and different.

Baby coats, \$5.00 to \$15.00.

Baby toys.

Creeping blankets.

Decorated screens for shielding the crib.

Baby dolls.

Dainty chairs upholstered in cretonne.

There is an almost endless array of beautiful, easily-made articles in this list that should appeal to the home worker who has the desire and the ability to make baby clothes for sale.

Bead Work.

Bags—Here also the assortment is endless.

Bags of every color.

Bags of every shape.

Bags of velvet and silk.

Bags of cotton and cretonne.

Bags of linen and lace.

Ribbon bags.

Hand bags.

Opera glass bags.

Sewing bags.
Darning bags.
Laundry bags.
Button bags.

Baskets.

Scrap baskets.
Sewing baskets.
Fruit baskets.
Card baskets.
Crocheted lace baskets, which are exceptionally beautiful.
Darning baskets.
Baskets decorated with embroidery and stencil.
Baskets cloth covered and those made of raffia.

Boxes.

Folding hat boxes.
Candy boxes.
Button boxes.

Boxes lend themselves so easily to beautiful decoration. Very beautiful are the boxes for use on the dresser, cloth covered and decorated with cross stitch.

Caps.

Boudoir caps, \$.75 to \$3.00. Made of lace, net, embroidery, ribbon, and variously decorated.

Baby caps.

Children's caps, both for little boys and girls.

Collars and Cuffs.

In submitting collars and cuffs, as in everything else, let your offering be up-to-date in shape, material and decoration. Up-to-the-minute neckwear is a big seller, while behind-the-minute never catches up.

Centerpieces.

Embroidered	\$1.50 to \$28.00
Mexican drawn	\$3.00 to \$10.00
Domestic drawn	\$1.50 to \$ 6.00
Lace	\$4.00 to \$12.00
Crochet	\$1.50 to \$ 5.00

Cases.

Cases for veils.

Cases for handkerchiefs.

Cases for gloves.

Cases for gowns.

Card cases, in silk, linen and suede.

Cross-stitch.

Cross-stitch is a very popular form of embroidery and shows no indications of any lessening popularity. It is used to decorate all sorts of household linens, lunch cloths, both guest and family size towels, napkins, dresser scarfs, curtains, cushions and many other articles are made more beautiful with this charming embroidery.

Crochet.

This is also popular and is used to decorate household linens, also underwear, and entire bed spreads are made of it. (I should rather make smaller articles which would probably sell more readily and bring quicker returns.)

Candle shades—\$.50 to \$15.00.

These are made in every style of different beautiful materials. Hammered brass, lace, beads and satin are some of the popular ones.

Dolls.

Here is where ingenuity counts. There is such a surprising number of original designs and one exchange has them for \$.40 to \$6.00. One woman covers ten-pins with clothes and makes dolls of different nationalities. These sets have been good sellers for her.

Clothes pin and wish bone dolls are novel. Hot water bottle babies are one woman's idea.

Doilies.

Doilies are made in drawn work, both Mexican and domestic, crochet and lace braids, embroidered and knitted. They are made in sets of six and twelve and sold separately, also.

Mexican drawn	\$5.00 to \$20.00 per dozen
Crochet	\$3.00 to \$10.00 per dozen
Embroidered	\$3.00 to \$20.00 per dozen

Avoid over elaborate designs, as they seldom pay sufficient returns for the time spent on them.

Embroidery.

Embroidery is the strong feature of every sales room. In fact all-white embroidery is the staple product. Styles come and go, but a beautiful piece of white embroidery has a charm that never lessens.

Fans.

Favors for Parties.

Just another hint to the original, resourceful woman.

Guest-Room Accessories.

Towels, pillow cases, scarfs, sofa and chair cushions, and curtains are liked

embroidered in color by many women who like colored embroidery, but find that it is not substantial enough for every-day family wear on account of the frequent trips it must make to the laundry when so used.

Hose, embroidered.

Handkerchiefs—\$.50 to \$10.00.

Handkerchiefs are embroidered in white and color, trimmed with hemstitching, buttonholed scallops, and tatting, and initialed. I had rather make six handkerchiefs to sell for \$5.00 than one to sell for that amount. However, if you are sure of the beauty and excellence of your work, I would not discourage you from making the expensive kind, for lovers of beautiful hand work are ever on the lookout for rare and exquisite articles.

Hemstitching.

This is discussed more fully under Order Work

Hats.

Children's sun hats are perhaps the best sellers and new designs are continually sought. Another hint to the inventive woman.

Initial Embroidery.

(See Order Work.)

Jabots.

This dainty neckwear is made of a great variety of material, lace, net, tatting,

crochet, ribbon, silk, flowers and velvet are used. Good style, good taste and nice needlework are essential.

Jackets.

Combing jackets of Japanese toweling.

Combing jackets of Turkish toweling, crocheted trimmed.

Dressing jackets of lawn, linen, lace and silk, and decorated with ribbon or embroidery, or both.

Knitting.

This substantial work is especially favored right now and much practical work is being sold by the exchanges to the Belgian relief committees.

Knitted baby bootees, 35c to \$1.00.

Knitted children's caps.

Knitted jackets for babies and ladies.

Shawls and sweaters.

Bedspreads.

Doilies.

Lace by the yard.

Kimonos.

For infants, children and ladies, \$2.50 to \$10.00.

Luncheon Sets.

These are made in cross stitch, crochet, white and colored embroidery, simple or elaborate, and consist of centerpiece, doilies and napkins.

Lampshades.

(See Candle Shades.)

Layettees—\$50.00 to \$500.00.

Lace.

By the yard.

Mexican Drawnwork.

Much used in handkerchiefs, household linens, underwear, children's dresses and many other articles.

Novelties.

An item at which the clever ingenious woman may try her creative skill. Favors for children's and grown up's parties. Place cards. Novelty cases for deserts.

Napkins.

Luncheon size, decorated in cross-stitch or white embroidery hemmed or scalloped.

Nursery Accessories.

Order Work

Through the exchanges and by paying the usual percentage you may obtain order work if you send samples of your skill and hold yourself in readiness to fill orders promptly. The work must all be as good as in the sample sent. Orders for plain sewing of many descriptions are secured. Hemstitching is often desired by the customer. Mending. It is necessary to live in the same town where the exchange is located to take advantage of this work. Layettes. Sometimes the submitting of a few dainty baby garments results in orders for complete layettes for the tiny newcomers. One New York City exchange has furnished them as high as \$500.00.

Plain hemming of table linen.

Napkins.....	\$1.25 to \$1.50 per dozen
Cloths, medium size for.....	\$0.75

Pillows.

Baby pillows.

Sofa pillows of many kinds.

Pillow cases.

Photograph Frames.

Pincushions

Pincushions are of as many kinds and sizes and shapes as bags. A great variety of materials are used.

Rugs.

The home maker of artistic rugs should find a ready market for her wares for home-made rugs have been very popular.

Ribbon Articles.

Jabots, girdles, bags, pillows, opera hoods, cases for toilet articles. Making these is a profitable undertaking for the woman with nimble fingers and good taste.

Ribbon Embroidery.

This is a beautiful and profitable art.

Sewing Baskets.

Sewing Stands

Sewing Accessories of all kinds.

Shirtwaists.

(Make these only in the late styles.)

They are quoted at \$4.00 to \$25.00.

Trays.

Tooled Leather Goods—\$4.00 to \$25.00.

Desk accessories.

Library table accessories.

Cases for cards, etc.

Toys.

Only a clever inventive woman can make a decided success in this line, but it is being done.

Table Covers.

Luncheon cloths in white.

Between meal covers in odd shapes in tans and browns.

Library table covers.

These covers are most attractive fashioned of so many kinds of materials and work. Tapestry, silk, linen and canvas decorated with embroidery of different styles are seen.

Underwear.

Machine and hand made.

Decorated with crochet, tatting and embroidery.

Night gowns.

Petticoats, petticoat ruffles.

Chemise.

Corset covers.

Combination suits.

Vacation Conveniences for the woman who travels.

Magazine covers.

Rubber lined cases for toilet articles.

Veils.

Writing Desk Conveniences.

Cardboard.

Cardboard, cloth covered.

Tooled leather.

Woolen Goods.

Slippers\$1.00 to \$ 2.50

Shawls\$3.00 to \$ 4.00

Sweaters\$5.00 to \$10.00

Caps\$.75 to \$ 2.00

The prices quoted in this book are in no case arbitrary but are given that you may be informed what some work in the different lines is being sold for.

Be guided by your judgment and remember that an article reasonably priced will meet with quicker sales than one priced unreasonably.

Prepare and send in your work for holiday sales early. Holiday time around the exchanges is an exceptionally busy time and many of them find it impossible to mark and display new things that come in during December. November is the proper time to enter work for the Christmas sales.

Except for the notations under each exchange name the rules for sending work are practically as follows:

Consignor must send sample of work with price attached for inspection.

In sending work for sale or samples for order work the price must always be attached.

Consignor must prepay postage on all packages sent.

In asking for the return of unsold work postage must be included for its return.

Only one person may enter goods on one ticket.

Worsted goods generally not received between June and October but order work is promptly executed.



Directions for Making Handkerchief

For this handkerchief I use organdie or French lawn at about 60 cents a yard. One yard will make nine handkerchiefs. They should be about eleven inches when finished. Linen at 75 cents to \$1.00 a yard will sell for more. Cut straight by pulling a thread about one-half inch larger than finished handkerchief. Then one-fourth inch from each edge pull one thread. Take goods carefully between thumb and finger and roll a tiny hem out of this quarter inch edge being particular to roll the corners square and smooth. With a fine needle and No. 100 cotton thread fasten this roll hem down again, being most careful with the corners. I use an embroidery thread in skeins in color, six ply which is very dainty, and launders quite well. I roll this on an empty spool one thread at a time. The first skein goes slowly but you soon get the knack of it. Take a very fine crochet hook, fasten the thread in the hem and make ten single crochet in the hem, leaving four or five threads between each single, then chain three for a picot, make ten singles and chain three, taking care that a picot comes exactly at each corner. Go around the handkerchief just once, fasten threads neatly and the handkerchief is done. It is perfectly plain but you will be surprised at its beauty. It is the simplicity and daintiness that give it charm. You can buy the regular crochet thread in colors in No. 70 but it is not so fine and may not sell so well. Do not soil in making and carefully press when finished.

Exchanges and Salesrooms

Portland Exchange for Women's Work,
186 5th Street, Portland, Oregon.

Charges—\$1.00 annual payment.
\$2.00 annual payment to non-residents.
10% commission to home consignors.
20% commission to out of state consignors.

Help in the way of advice and suggestion will be given when work does not sell readily or is not accepted.

Woman's Exchange of Chicago,
67 East Madison St., Chicago, Ill.

Charges—\$2.00 annual payment.
\$3.00 annual payment out of state consignors.
15% commission.

Pillows, wax paper and feather flowers, hair, tissue paper and point lace, bed spreads, slumber robes and battenburg not accepted. Holds out of town sales.

The Ladies Depository Association,
114 South 17th Street, Philadelphia, Pa.
Charges—\$2.00 annual payment.
15% commission.
Plain sewing and mending a feature.

Woman's Exchange,
1104-1106 Walnut Street, Kansas City, Mo.
Charges—\$1.00 annual payment.
20% commission.

Woman's Industrial Union,
415 Milwaukee Street, Milwaukee, Wis.
Charges—\$1.00 annual payment.
15% commission.
Women not desiring to purchase membership ticket may pay 20% commission on sales instead.

Exchange Department of the Business Women's Club,
Walnut Street near Fifth, Louisville, Ky.
Charges—\$1.00 a year for self-supporting women.
\$2.00 annual payment for all others.
10% commission on sales.

Woman's Exchange,
Newark, N. J.

Charges—\$1.00 annual payment.
10% commission.

No consignors received outside of New Jersey.

Woman's Exchange,
535 North Grand Avenue, St. Louis, Mo.

Charges—No annual payment.
10% commission.

One of their rules says: "There is almost an unlimited demand for beautiful and artistic handwork, for dainty home cooking, and if we do not furnish them some one else will. Remember there is always room at the top."

Woman's Exchange,
573 Fourteenth Street, Oakland, California.

Charges—\$1.50 annual payment.
15% commission.

Reasons for not accepting work will be given when requested. Help, in the way of advice given, when work is not accepted or does not sell readily.

Woman's Exchange,

Birmingham, Ala.

Charges—\$1.50 annual payment.

10% commission.

If consignors over-value or under-value their work the Society Committee will inform them of the average market value of similar pieces.

The Woman's Work Exchange,

Endicott Arcade, St. Paul, Minn.

Charges—\$1.00 annual payment.

10% commission.

Woman's Industrial Exchange,

333 North Charles Street, Baltimore, Md.

Charges—\$1.00 annual payment.

10% commission.

Woman's Exchange,

Cincinnati, Ohio.

Charges—\$2.50 annual payment.

10% commission.

Wax and leather flowers, hair and leather work, splatter and splinter work, and cardboard not accepted.

Christian Woman's Exchange,

Cor. South and Camp Streets, New Orleans, La.

Charges—\$2.00 annual payment.

10% commission.

Wax and feather flowers and cardboard work not received.

Woman's Exchange,

Detroit, Mich.

Charges—\$1.50 annual payment.

15% commission.

20% commission during special out-of-town sales.

Woman's Exchange,

687 Main Street, Buffalo, N. Y.

Charges—\$1.00 annual payment.

20% commission.

No consignor may enter more than ten articles at one time.

Young Woman's Christian Association Needlework Department,

14 West 45th Street, New York.

Charges—\$2.00 annual payment.

10% commission.

Consignors must be residents of New York City or its vicinity

Woman's Exchange,

P. O. Box 503, St. Augustine, Fla.

Charges—\$1.00 annual payment.

10% commission.

Handwork Shop,

264 Boylston Street, Boston, Mass.

Charges—No annual payment.

25% commission.

Each article sent must be enclosed in a plain white box of proper size.

West End Exchange and Industrial Union,

169 West 74th Street, New York.

Charges—\$3.00 annual payment.

10% commission.

All linen embroideries must be mounted on thin cardboard.

Woman's Industrial Exchange,

214 Oliver Avenue, Pittsburgh, Pa.

Charges—\$2.00 annual payment.

10% commission.

Articles neatly boxed are kept in better condition and find readier sales.

Fine hand sewing is made a specialty.

Madison Avenue Exchange,

Between 56th and 57th Streets, New York.

Charges—\$3.00 annual payment.

10% commission.

The Decorative Art Association,

14 East 34th Street, New York.

Charges—No annual payment.

25% commission.

New York Exchange for Women's Work,

334 Madison Ave., New York.

Charges—\$2.00 annual payment.

10% commission.

Richmond Exchange for Women's Work,

Cor. Third and Franklin Streets, Richmond, Va.

Charges—\$1.00 annual payment.

15% commission.

As most of the Exchanges only accept work from women of moderate means, women who must support themselves, and women who find it necessary to help with the family expenses and are maintained for the benefit of such worthy women, it is both pleasant and profitable to work with them.

LIBRARY OF CONGRESS



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